

THE WOODLANDS

CONVENTION & VISITORS BUREAU

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NEW LAUNCH LOCATIONS FOR 2015 RED, HOT & BLUE FIREWORKS EXTRAVAGANZA

THE WOODLANDS, TX (June 23, 2015) – As the Annual Red Hot & Blue Festival and Fireworks Extravaganza draws near on July 4, 2015, organizers say this year's event will feature the largest fireworks show The Woodlands has ever seen.

Fireworks have been a tradition in The Woodlands since its founding by Mr. George Mitchell. The tradition continues this year with the Red, Hot & Blue Fireworks Extravaganza, presented by BBVA Compass, being launched from two different locations to maximize visibility.

There will be two different firing areas: a special effects show across from Town Green Park on The Woodlands Waterway and a very large aerial show over Lake Woodlands which will be fired from the east side of the lake near Lake Woodlands Drive. This show will have the distinction of being the first time The Woodlands has utilized the Lake Woodlands area for a 4th of July fireworks display. The decision was made to utilize the area in order to launch a larger firework display, which allows more people to view the fireworks show from more locations throughout The Woodlands.

Both displays will be launched simultaneously for 20 minutes, while simulcast live on Sunny 99.1 FM, and will be fired by one of the country's leading fireworks companies, Pyro Shows. Fireworks spectators should note the previous Fireworks Extravaganza launch location on Timberloch Place near I-45 will no longer serve as a launch site due to obstructed views for Festival attendees and residents of The Woodlands.

When it comes to the best viewing spots for the Fireworks Extravaganza, The Woodlands Convention & Visitors Bureau suggests The Woodlands Waterway and Town Green Park. Other possible viewing locations could include The Woodlands Mall area, Market Street, Hughes Landing, The Woodlands United Methodist Church and places close to the launch locations with little to no obstruction.

"We've been diligent in working to identify the best fireworks viewing areas for this year's BBVA Fireworks Show," says Nick Wolda, president of The Woodlands Convention & Visitors Bureau. "Due to the construction of new office towers in The Woodlands Town Center, it is becoming increasingly more difficult to fire the larger fireworks displays as in year's past. The Woodlands Waterway will provide several viewing areas. Above all, attendees should plan ahead to pick out their spot."

Test shots will be conducted approximately every ten minutes from 8:50 p.m. – 9:15 p.m. in order to ensure individuals, particularly those along The Woodlands Waterway, have the best views for the 20-minute show.

Wolda said the CVB has been firing shorter shows over Memorial Day Weekend and every Saturday in June leading up to the Fourth of July. "While you might not see these fireworks from a mile away, these lower proximity displays are beautiful and enjoyed by thousands of residents and visitors," Wolda said.

Funding for the fireworks show is paid for by sponsors and from hotel occupancy tax by visitors and not property taxes paid by residents, Wolda notes. BBVA Compass will serve as Presenting Sponsor of the Fireworks Extravaganza for the third consecutive year.

Attendees can plan to park for free in the orange, yellow and blue lots along Timberloch Place, The Woodlands United Methodist Church, The Woodlands Mall or pay to park in Waterway Square Parking Garage, 24 Waterway Square Parking Garage, the corner of Six Pines and Lake Robbins Drive or the Corner of Waterway Avenue and Woodloch Forest Drive. Handicapped parking will be available in the South Regional Library located on Lake Robbins Drive.

Produced by The Woodlands Convention & Visitors Bureau, the 18th Annual Red, Hot & Blue Festival & Fireworks Extravaganza will be held in Town Green Park and along The Woodlands Waterway, rain or shine, where individuals can enjoy live music, HEB hot dog eating contests, face painting, strolling performers, games, inflatables, arts and crafts, concessions, a beer tent and more from 6 p.m. to 10 p.m.

A complete schedule of activities, directions and parking can be found on The Convention Center and Visitors Bureau website under the link Red, Hot & Blue Event.

For more information on events and things to do in The Woodlands, go to www.VisitTheWoodlands.com or call 281-363-2447. “Like” The Woodlands Convention & Visitors Bureau on Facebook at www.Facebook.com/VisitTheWoodlands, “follow” them on Twitter at www.Twitter.com/TheWoodlandsCVB and “view” them on YouTube www.YouTube.com/TheWoodlandsCVB.

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About The Woodlands

Located just 30 minutes north of Houston, Texas and minutes from George Bush Intercontinental Airport, The Woodlands is the destination for leisure guests, individual business travelers and groups of all sizes. Visitors to The Woodlands and residents of the community enjoy more than eight million square feet of world-class shopping, dining and entertainment options, more than 210 miles of hike-and-bike trails, 130 parks, the 1,700-acre George Mitchell Nature Preserve, the Cynthia Woods Mitchell Pavilion, kayaking on Lake Woodlands, and taking a cruise on The Woodlands Waterway. The Woodlands features world-class sporting events including the Memorial Hermann Ironman Texas, Insperity Golf Championship and the Nike South Invitational. The Woodlands also is home to more than 1,650 guestrooms in upscale and boutique properties, select service, limited service, conference and convention centers and a resort.